

A STUDY ON ATTITUDE AND SATISFACTION TOWARDS CHATBOTS IN CHANDIGARH TRICITY

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ABSTRACT

This study aims to examine the attitude and satisfaction of consumers towards chatbots in Chandigarh Tricity. This is a quantitative research that was conducted on 113 respondents in Chandigarh Tricity. The current study investigates the attitude and satisfaction of consumers toward chatbots. The results were analyzed using SPSS software. The results show that there is a positive attitude towards the use of chatbots, there happens to be universal connectivity of chatbots and customers are satisfied with the use of chatbots. This study adds to the expanding body of literature on AI-powered customer support solutions and emphasizes the potential of chatbots in encouraging effective and enjoyable consumer interactions.

Keywords: Chatbots, consumers, attitude, satisfaction.

I. INTRODUCTION

E-commerce has undergone substantial transformation due to innovations in technology. The integration of AI-powered personalization technologies has transformed e-commerce. The competitive nature of E-commerce has led to a considerable increase in the use of AI in business, with many companies incorporating it into their platforms (Khrais, 2020). Artificial intelligence (AI) tools facilitate the collection, storage, and processing of large amounts of data. The data is then used to provide tailored experiences to users. E-commerce sites use AI technologies such as machine learning, predictive analytics, and natural language processing to analyze customer data and personalize products and services based on their preferences. Kumar et al. (2019) describe artificial intelligence (AI) as machines that can think and perform like humans. AI technology can replicate human cognitive functions, including problem-solving and learning abilities. AI can collect, process, and identify data before executing specified tasks (Jarek and Mazurek, 2019). Artificial intelligence (AI) allows machines to mimic human behaviour and learn from experience (Davenport et al., 2020). Consumers no longer have to rely solely on direct communication with service employees for assistance. Artificial intelligence is now used to automate client interactions. Chatbots are software applications that engage with clients online using text or audio. Their popularity is rapidly increasing. Before digitalization, consumers were forced to accept waiting time as a basic cost of services. Chatbots have significantly reduced consumer wait times. Autodesk reported a 99% reduction in resolution time (from 38 hours to 5 minutes) after installing the Autodesk Virtual Agent with Watson Conversation Service. Consumers demand faster service from chatbots, leading to higher expectations for human agents' attentiveness. Human agents cannot provide quick and responsive service like chatbots owing to limited capacity and resources, resulting in huge queues and delayed service delivery. Chatbots are an alternative to human service agents enabling retailers to communicate with customers, advertise new items, and answer inquiries. Lego created Ralph, a Facebook Messenger chatbot, to assist

customers in selecting a suitable present from their extensive product catalog (LEGO, 2017). According to Wirtz et al. (2018), while chatbots are growing more intelligent, they still lack the ability to think deeply and creatively like humans. Chatbots are often used alongside frontline employees to enhance customer support, rather than replacing them entirely. A chatbot may redirect a client query to a human representative if it cannot fix the issue (Wilson, 2018). Several research on chatbot adoption, including Kasilingam (2020), Huang and Chueh (2021), Pillai and Sivathanu (2020) examined factors influencing user acceptability. Research suggested that chatbot adoption is positively influenced by perceived usefulness and convenience of use. More research is needed to understand how consumers perceive chatbots as a kind of service engagement. This technology enables people to engage with the company using their preferred messaging apps. Chatbots use natural language to engage users and promote customer interaction (Griol et al., 2013). Rowley and Smith (2002) suggest using messages, recommendations, updates, or links/buttons to encourage users to take action, such as purchasing products.

II. LITERATURE REVIEW

Since chatbots and other AI-based technologies are increasingly influencing how consumers search, interact, and make decisions, consumer use of these tools has become a significant focus in marketing and service research. AI-based consumer engagement is primarily driven by three functions, according to a systematic review of 89 studies: reduced consumer effort in task execution, value co-creation, and more accurate service provision. Consumer adoption of AI-driven chatbots is impacted by user experience, interaction quality, technological background, and behavioural traits, with anthropomorphism and gender emerging as significant moderators, according to another comprehensive review. When taken as a whole, these studies demonstrate that user characteristics, design, and context all influence how consumers react to AI.

A significant body of research looks at the impact of chatbot conversation on customer engagement and satisfaction. According to Jiang et al., conversational and responsive chatbot communication enhanced user satisfaction with chatbot services, which in turn raised social media engagement and subsequent behavioural outcomes including willingness to pay a premium and buy intention. Warm initial chatbot messages were found to boost brand engagement more successfully than competent communications in a separate study, indicating that consumers react substantially to social warmth in early contacts. These results suggested that chatbot communication style and tone can affect customer engagement in ways other than just providing information.

Another key factor in consumer chatbot study is trust (Yen and Chiang, 2021). Credibility, competence, anthropomorphism, social presence, and informativeness can boost consumer trust, which in turn boosts buy intention, according to research on chatbots in purchase scenarios. Similarly, research on AI-enabled travel service agents revealed that a number of behavioral pathways explain adoption, with consumers' motivations for utilizing these agents and their perception of value co-creation significantly influencing usage intentions. Additionally, recent research indicates that while privacy concerns and generic responses undermine trust, perceived accuracy, contextual knowledge, responsiveness, and personalization improve it. In general, the literature consistently views trust as a crucial

mediator between consumer behaviour and chatbot features. Researchers have looked at how customers interact with AI in more general service and retail contexts.

According to Hollebeek et al.(2024), AI-based solutions, such as chatbots, enhance customer engagement through situational and interactional elements that improve the effectiveness and value of service interactions. Chatbot systems are particularly prized in e-commerce because of their interaction, richness of information, personalization, and round-the-clock support, all of which enhance customer convenience and decision quality. Consumers are more likely to embrace chatbots when the interaction quality is strong and the system meets the user's objectives.

According to Yatawara, et al.(2025) research indicated that AI can influence customer behaviour through relational and emotional channels. Research on social media chatbots and consumer-brand connections had shown that when dialogic and congruent with brand identity, chatbot conversations can help create relationships. Chatbot adoption can increase customer-brand engagement when antecedents like perceived usefulness and interaction quality are favourable, according to research on chatbot-driven engagement in banking websites. Research on AI chatbots and customer trust in online purchasing revealed that adoption can be hampered even in situations when convenience is high due to trust barriers like privacy concerns and sales pressure. The line of research shows that customers assess AI based on perceived ethics and relational comfort in addition to efficiency.

III. OBJECTIVES

The objectives of the present study are as follows:

1. To examine the attitude of consumers towards chatbots in Chandigarh Tricity.
2. To examine the satisfaction of consumers towards the use of chatbots in Chandigarh Tricity.

IV. RESEARCH METHODOLOGY

The population for this study were customers from Chandigarh. Sample of this study consisted of customers who knew what chatbots are and had used chatbots. Snowball sampling was used in this study. An online questionnaire was used to collect data from the respondents. Many questions were used to measure variables. A five point Likert scale ranging from “1- strongly disagree to 5- strongly agree” were used. 120 questionnaires were collected over a period of one month (February, 2025). Data screening was performed to ensure that only qualified samples were included for analyses of the data. Two questions that were asked for this purpose were: “Do you know what a chatbot is ? and Have you ever interacted with a chatbot?”. The respondents who answered yes to both the questions were included for data analyses. A total of 113 respondents’ data was used for data analysis. The demographics indicates that out of 113 respondents 24.6% were males and 75.4% were females.

V. CHALLENGES

The diversity of consumer preferences and computer usage knowledge in Indian e-commerce makes it very challenging to track user opinions towards chatbots. While the rapid and efficient nature of chatbots appeals to certain customers, they are seen as lacking human empathy in the current chatbot systems, and unable to solve complex or ambiguous problems.

The experience of the user is also complicated due to regional dialects, language barrier and variation in the ease in making transactions in the digital interfaces. These factors frequently lead to uneven satisfaction levels and a reluctance to use chatbot services.

A third, ongoing challenge is the issue of data security and privacy. But many customers remain leery about giving automated systems their personal information, afraid that it might be abused or lead to security breaches. Examples of when chatbots simply answer in an irrelevant, summarized or generic way only increases this doubt, sowing distrust and deterring future engagements. In addition, the integration of chatbots in customer support systems is limited due to technical problems, a missing smooth transition to human agents and a challenging context understanding.

VI. CONTRIBUTION

The article highlights some dimensions that influence user attitudes. The study demonstrates the importance of aligning chatbot capabilities with user expectations, with user-friendly interfaces and relevant answers leading to human handoffs.

In addition, the results suggest steps that e-commerce firms can take to use chatbots effectively and improve their customers' experience. It can support businesses by enhancing customer care, improving their online approach and achieving loyalty to their brand, thanks to its findings on what affects chatbots' use. What researchers discover could also support developers at improving their chatbots for Indian audiences.

Moreover, these results suggest ways that chatbots might help e-commerce companies boost customer happiness. Companies can depend on research on chatbots to set up strong customer service, learn how to modify their online presence and attract more loyalty by finding out the benefits of chatbots or their limitations. The findings of the study may encourage developers to design chatbots that meet the specific needs of people in India.

VII. RESULT

The results of the analyses revealed that all the 3 statements about attitude indicate a positive attitude towards chatbots (Fig.1). According to the statements that measured satisfaction, clients are happy with chatbots (Fig.2). People tend to find chatbots easier to deal with than having to contact an actual employee online. It is likely that conducting simple inquiries with chatbots has contributed to this change.

Studies have demonstrated that customers are increasingly using self-service because they appreciate the time and effort saved (Collier and Kimes, 2013; Grewal et al., 2017). AI can answer simple and frequent questions more accurately than people can (Huang and Rust, 2018; Xu et al., 2020). Our study shows that this situation could improve customer satisfaction in retail and similar services.

	Chatbot's leave a positive impression on me	Chatbot's problem solving capability creates a pleasant experience	Chatbot's makes online shopping easy
Mean	3.79	3.92	3.99
Median	4.00	4.00	4.00
Mode	3	4	5
Std. Deviation	.977	.992	1.090
Range	4	4	4

Fig. 1.

	“Chatbots save me a lot of time ”	“I feel happy how chatbots provide me recommendation based on my personal information”	“I am scared that my personal data may be misemployed online”
Mean	3.56	3.36	3.33
Median	4.00	3.00	3.00
Mode	3	3	3
Std. Deviation	1.195	1.268	1.333
Range	4	4	4

Fig. 2.

VIII. FUTURE SCOPE

Soon, people will concentrate on how chatbots can apply benefits from AI in the analysis of feelings, language processing and adaptive learning. Future works could examine the effects of these changes on how loyal the service’s users become when interacting with more AI features. Some studies may evaluate if chatbots speaking multiple languages can solve language issues and address the needs of Indians who speak various languages.

Taking some time to examine long-term customer reviews of the technology can also be beneficial. Communicating with learners often, using more personal details and including social-like elements teach experts about the impact of customer opinions. In addition, observing other e-commerce markets and cultures might reveal what is exclusive to a given market and what affects chatbots everywhere.

CONCLUSION

In the past few years, people’s views and appreciation of chatbots have improved a lot. There are few people who do not recognize chatbots, as many have touched on this technology. Most customers feel positive about the brand since they are familiar with it. People often use chatbots as they are efficient and can respond to simple questions right away.

The convenience of reaching and using the chatbot and the speed at which it answers customers’ questions is important too. Customers say that chatbots are useful since they support them around the clock. Besides, contemporary customers need replies as soon as they contact you. Some choose chatbots because getting assistance is quick and does not require them to talk to another person. Chatbots in AI are put to work making customer support work easier.

Nonetheless, chatbots can get better in the future. If service is unavailable, how a chatbot talks to customers can make a big difference to their satisfaction. If you communicate well with customers, they are more likely to trust your business and feel satisfied. As a consequence, businesses should aim to create advanced chatbots to manage tougher jobs and improve their way of communicating. People’s expectations for chatbots may increase in the coming years, leading to them being used more widely. Thanks to new technology, it is expected that chatbots will be used more by organizations to improve the way customers are served. Several business owners view chatbots positively and think they can make their customers even more satisfied than before. According to the findings, chatbots will likely lead to more positive customer interactions in the near future.

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